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Assignment 1

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INTRODUCTION

A comprehensive marketing plan has been developed to effectively prepare and promote The House Party, an upcoming event scheduled for February 24, 2024, at the prestigious Swansea Arena. With an exciting line-up of seven talented bands, culminating in the highly anticipated performance by the headline act, 'Buzzard Buzzard Buzzard', this plan outlines the key factors necessary for the successful organisation of this event. Additionally, it will highlight the process that has been followed to achieve the desired outcomes.

Situation Analysis

The UWTSD Events students have collaborated with the Events team at Swansea Arena to organise House Party. Throughout the process, I developed various strategies to streamline the event organisation. To begin, I conducted a thorough analysis of the Arena and a SWOT analysis (see Appendix 1). Through this analysis, I discovered that the Arena boasts several strengths, such as its spaciousness, capacity of 3,500 (Swansea Arena, n.d.), and affordability, with ticket prices set at £10 for this event. However, there are weaknesses, such as filling the large capacity with local student promotion only. As a charity event, there are ample opportunities for customers to contribute to a good cause, but the competition is steep, with approximately 168,850 registered charities across Wales and England (Clark, 2023). Due to the lack of funding and low budget, the event's economic success will likely depend on ticket and drink sales.

To ensure the success of the upcoming event, I created a thorough customer profile for the venue. I utilised Similarweb to explore the arena's website and gain insights into the potential audience. Unfortunately, I encountered limited information, prompting me to search for a comparable venue - the Principality Stadium in Cardiff - to understand the typical attendees better. After analysing the graphs available from Similarweb (see Figure 1), it is evident that the target audience is primarily male, with 25 to 34-year-olds being the most prevalent demographic. While the number of female attendees is slightly lower, at 45.82%, this information will be valuable in crafting effective marketing strategies.



Figure 1 - The Similarweb tool demonstrates the Principality Stadium's customer base.

Swansea Arena is a large venue in the city's heart, surrounded by six car parks within a 5-minute walk and two taxi drop-off zones. A train station is also within 10 minutes of the Arena. My research found that the Arena is the easiest to access and has the lowest prices among venues in South Wales. The Aberdare Coliseum came in second for pricing, with ticket prices for recent events ranging from £12-£30, but it is less accessible, with only street parking available and a 20-minute walk from the train station.

As mentioned, we worked closely with the Events team at Swansea Arena to coordinate the 'House Party' event. We visited the Arena weekly and provided feedback to ensure the event would succeed. During this period, we also had the opportunity to meet with some of the bands scheduled to perform at the event. We discussed their performance needs and expectations, including the specific stage set-up and lighting requirements.

When organising an event, there are many factors to take into consideration. To evaluate this, I have created a PESTLE analysis (see Appendix 3). I found that the main factors to consider were

the economic side; with the event being a charity event, the tickets and beverages are at a lower price, with a percentage of the profit going to the charity "Music Venue Trust". However, the local council has supported the venue by offering funds to make the event happen. Also, Technology is a significant factor in today's society (World Economic Forum, 2020), so we have decided to provide e-tickets to access the event. The Arena will also have an LED display closer to the time to promote the event to the local passers.

OBJECTIVES

We aim to craft an unforgettable evening for students and young adults aged 14-25 at the Swansea Arena. With a budget of £500, we will make the event come to life, complete with a beverage stand and engaging stalls to keep guests entertained before its commencement. While the arena boasts a 3,500 capacity (Swansea Arena, n.d.), we strive to sell no less than 500 tickets, which we believe is feasible. To accomplish this, we will leverage social media to share captivating snippets of the bands and create excitement for what will surely be a night to remember.

STRATEGY

We're using Ansoff's Matrix to optimize growth opportunities for 'House Party' at Swansea Arena. Our focus is on Market Penetration and Product Development, enhancing our reach within the existing market. This involves leveraging targeted social media campaigns, a strategy underlined by Ether (2023) for its necessity of time, strategy, and creativity. Each company should design a strong value proposition that gives them a distinctive advantage in their target market, according to Kotler (2023).

We are introducing innovative and interactive elements to our event to reinvigorate the interest of our existing market and attract new attendees. This aligns with the current experiential marketing trend, aiming to create a memorable and engaging atmosphere. Our approach aligns with the goals setting and KPI approaches discussed by Hocutt (2023) and Kotler (2023), emphasising the need for realistic expectations.

Market development and diversification can be costly and risky, but virtual experiences offer a cost-effective solution. A YouTube livestream, for instance, can enhance our reach without the upfront costs of catering to a sizeable in-person audience. We can collaborate with other UWTSD

courses to make this a cost-effective solution and offer students volunteering opportunities to practice valuable skills.

I created a Marketing Mix analysis to identify the event's core values and most viable products (see Appendix 5). The process of which a customer buys and consumes a product are of critical importance to a marketer (Bowie, et al., 2017). My focus with this analysis was the process of promoting the event. Recently, the arena created a reel on Instagram consisting of the title and headliners, with their music playing throughout. This promotion was effective as it showed the band and their music genre. However, a customer will likely be more engaged with a photo or short video of the band.

TACTICS

We will integrate the RACE (Race, Act, Convert and Engage) framework with a comprehensive communications mix to market the 'House Party' event effectively.

Reach:

We'll use the university's social media platforms to share event details, teaser content, and special offers. We'll also reach out to student unions for promotion on their social media channels, using collaborative posts or shared content to reach a broader student audience. (Adobe, 2022). Expanding our presence to include popular platforms among younger demographics, such as TikTok, ensures broader coverage (Brooke Auxier, 2021). Expanding our presence, we can include popular platforms among younger demographics, such as TikTok, providing more comprehensive coverage (Brooke Auxier, 2021).

Act:

We will encourage interaction with interactive social media stories, quizzes, and event teasers. Incorporate user-generated content and referral promotions for increased engagement and authenticity (Adobe, 2022).

Convert:

We will utilise personalised email campaigns for ticket conversions. We will also segment the email lists based on interaction levels, send customised messages, and implement retargeting ads on social media through Facebook and TikTok pixel (TikTok, n.d.).

Engage:

We will maintain post-event engagement through social media and email. Perhaps starting a closed forum on Reddit to share event highlights and gather feedback (Everytale, 2022).

Communication Mix:

Social media: Utilise platforms like TikTok, Instagram, and X (formerly Twitter) and leverage existing audiences for extended reach (Adobe, 2022).

Email marketing: Segment and personalise emails for practical conversions and engagement (mailingmanager, n.d.).

Website: We could use a no-code website builder like Wix and Squarespace to create a website for promotional materials and ticket purchases. This could also be used to gather email addresses for marketing purposes (Zaleski, n.d.).

Public relations: Engage local (and student) media and event listing sites for broader exposure (Adobe, 2022).

Collaborations: Collaborate with local businesses, student organisations and student unions to amplify the event's reach (Adobe, 2022).

ACTION

To analyse the marketing channels I will use, I created a Gantt chart (see Appendix 7). The chart indicates what marketing method I will use in each upcoming week. For personal selling, I have decided to hand out leaflets to promote the event from week 50 until week 8, which is the week of the event. This will supply the customers with a physical copy of the event details and how to purchase tickets. For sales promotions, we will offer a ticket discount from weeks 6-8, enabling us to enhance undecided customers. We started promoting the event on Instagram in week 47 but will continue until week 8, whilst sharing the reel to TikTok from week 48, which will better reach our target audience. To factor in Direct Marketing, we will send emails using Student Email from week 1 to ensure that all students know about the event; this will also include a link to Eventbrite, where they can purchase their tickets.

CONTROL

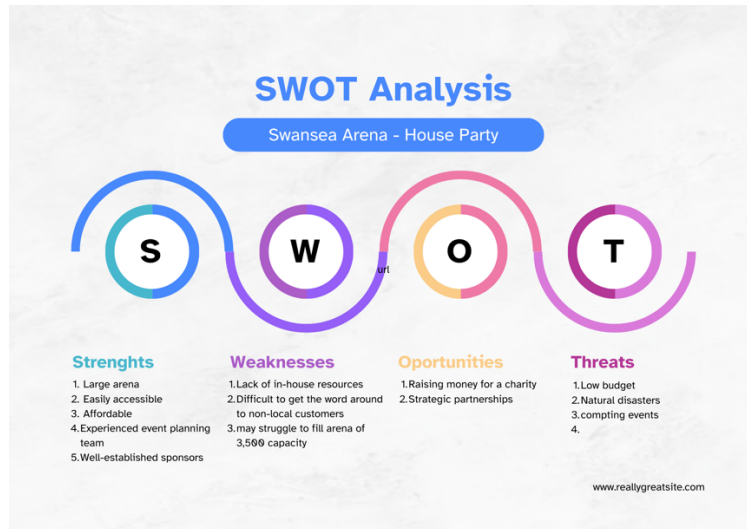
To determine the success of our marketing strategy, we will use several metrics and key performance indicators (KPIs). The primary metric will be the number of tickets sold, which will help us track our progress towards selling 500 tickets. We will also evaluate social media engagement, such as likes, comments, and shares, to measure the effectiveness of our campaigns. Additionally, we will analyse website traffic by looking at the number of page visits, page views, and the duration of each visit to gain insight into user interest and engagement. To gauge the effectiveness of our direct marketing efforts, we will monitor our email campaign's open and click-through rates. Finally, we will conduct post-event surveys to assess attendee satisfaction, gather qualitative data on the event experience, and identify areas for improvement. The profits generated from the event will also be evaluated to determine its economic success.

CONCLUSION

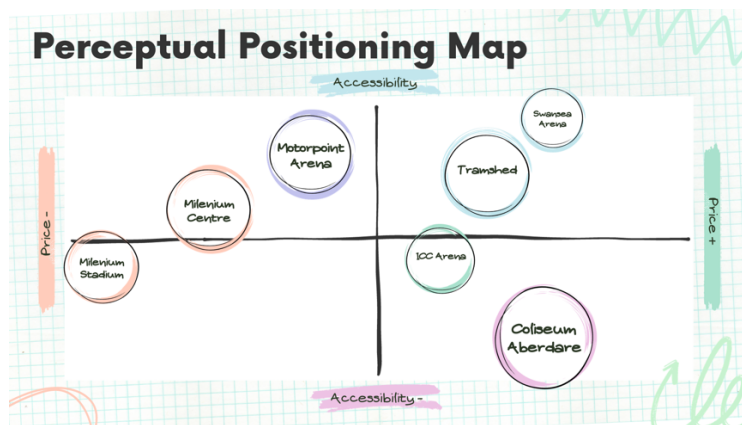
In summary, this marketing plan covers the key factors of organising the 'House Party' and has identified the structure of the event and the months leading up to it. I am confident that I have ironed out any potential problems that may occur during the process. I have a solid and accurate marketing plan, and I believe it will successfully make the event achievable. However, to strengthen the plan, I have spent more time speaking to potential customers to identify exactly what they expect from this type of event and what they would and wouldn't like to see in the future.

Appendices

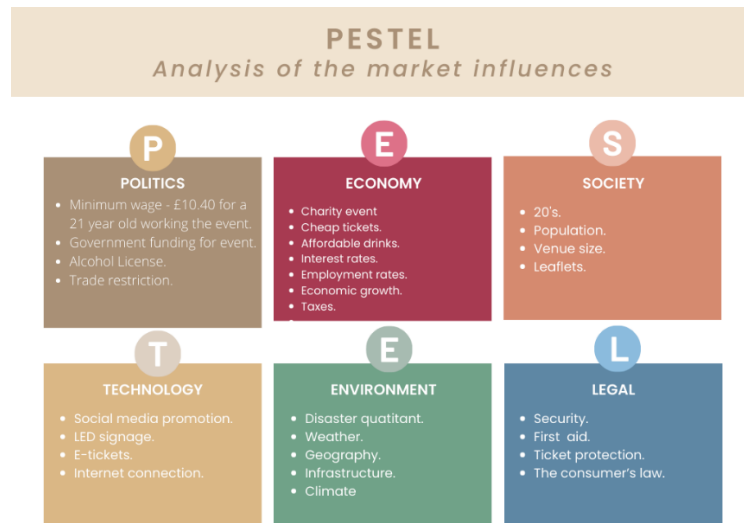
Appendix 1 – SWOT Analysis:



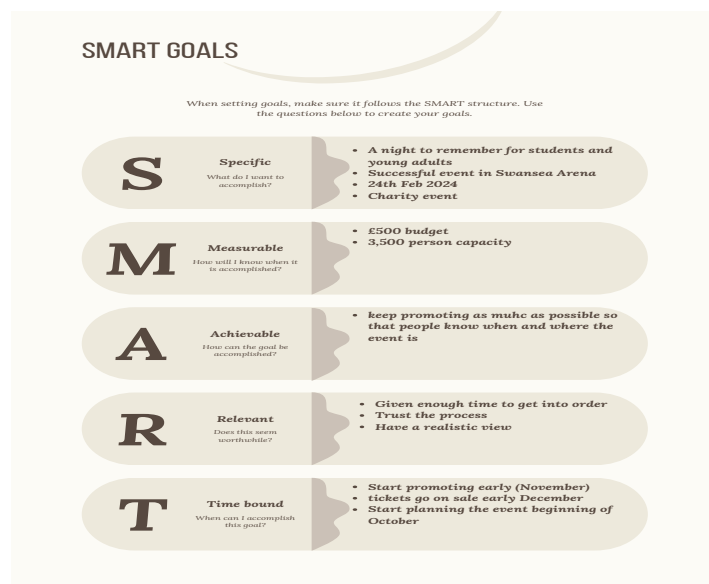
Appendix 2 – Perceptual Positioning Map:



Appendix 3 – The PESTEL Analysis of Market Influences.



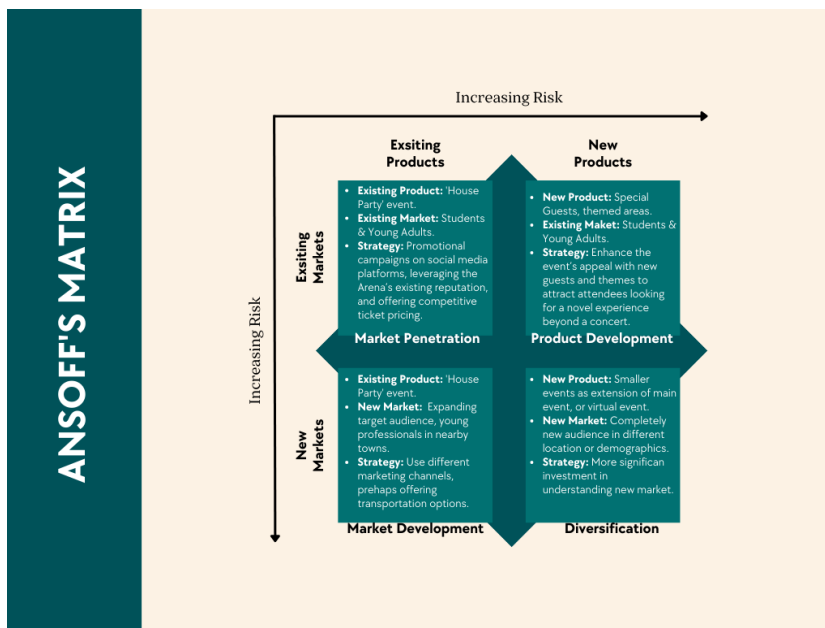
Appendix 4 – The SMART Goals Analysis.



Appendix 5 – The 7 Ps of Marketing Analysis.



Appendix 6 – Ansoff's Matrix



Appendix 7 – Gantt Chart

Project Lead: Seren Gough

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